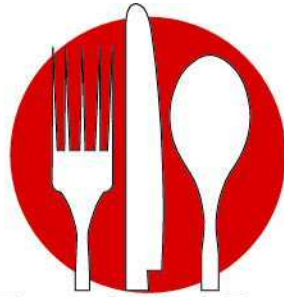
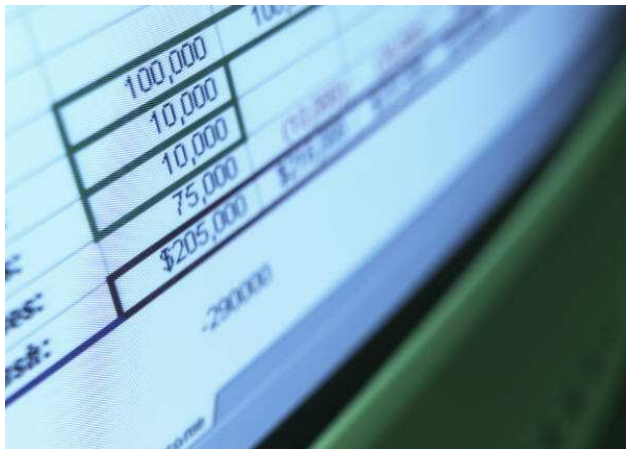


Practical Planning Guide



Easy Meal Prep



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ABOUT THIS GUIDE

Jim and Lynda Byrnes Pelichowski started Meals Made Easy in Fort Collins, Colorado, in early 2003. Since that time they've hosted many visitors wanting to start a meal prep business similar to theirs. Jim and Lynda wrote the first version of this guide in the spring of 2004 to document and share what they learned in setting up Meals Made Easy. Their objective was to make the path easier than it was in the pioneering days.

This guide is now in its sixth revision. Much has happened since early 2003. A third co-author, Bert Vermeulen, started working with Jim and Lynda in 2004. Bert has since established and grown the Easy Meal Prep Association and spun this off as the International Association of Meal Prep Businesses. His industry knowledge is included in this guide. He also added his general experience in financial modeling, starting, funding, growing and managing a variety of entrepreneurial businesses. Bert now supports purchasers of this guide by answering specific individual questions and helping startup meal prep owners with their financial analyses.

This latest revisions of this guide have expanded and updated the content from previous versions. This guide now includes the latest information on how the meal prep concept is evolving.

This guide is structured to make it as easy as possible to analyze and decide whether you should open a meal prep business. It will also help you develop an implementation plan. It is organized around the following commonly asked questions:

- **A. Is this a fad?**
We provide industry facts and figures and an analysis of the customers and market.
- **B. How do I choose the kind of meal prep business to establish?**
There are answers to a lot of choices such a franchising, store model, and kitchen strategy that we discuss in this section.
- **C. Can I make money?**
To answer this, we provide a financial model and explain how you can use this to do an analysis based on your own circumstances.
- **D. How do I launch my business?**
To answer this, we provide a nine-step process.
- **E. Where can I go so I don't have to re-invent the wheel?**
In this section, we provide a list of resources that you can use to help you learn more and implement your plan.

The appendices provide additional background material. For example, Appendix B gives background about Meals Made Easy and Corp21 and provides descriptions of other resources.

You can work through this guide in whatever order is most effective for you. If you are serious about starting a business like this, we recommend that you put together a financial analysis similar to the one described in Section C and the accompanying Microsoft Excel template.